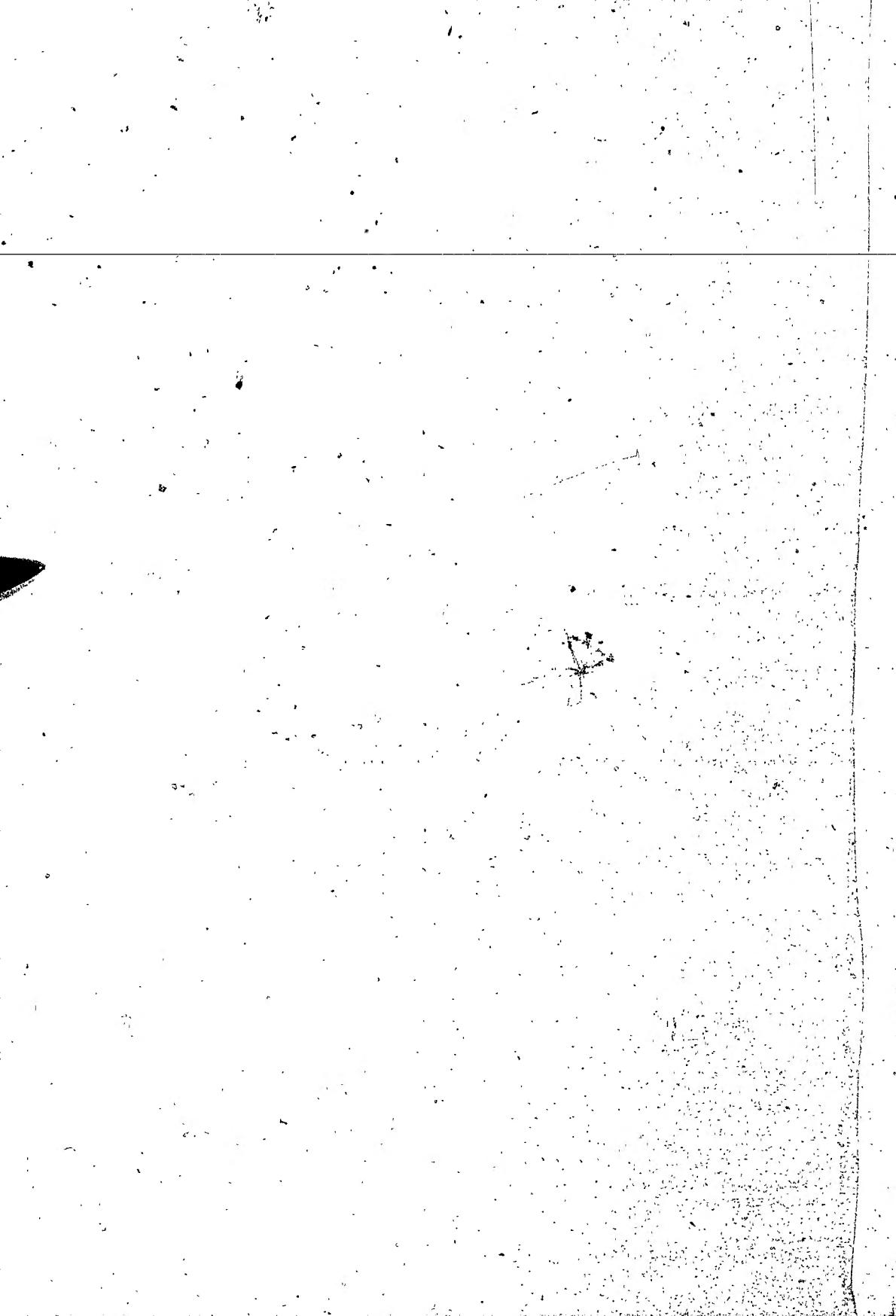


**GRAIN GOLDEN
CHAMPION**

1913



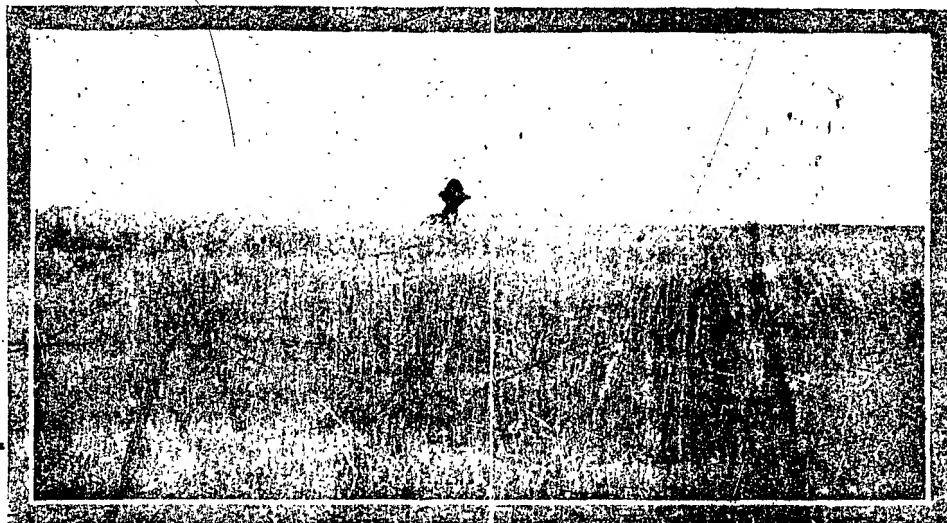
SOUTHERN ALBERTA

THE SETTLER'S UTOPIA

The Richest Grain Lands in the West

THE harvest of 1912, the richest and most successful that Western Canada has ever known, will induce hundreds and thousands of farmers in Great Britain and the United States to sell the less productive lands of their own country, and buy or homestead farms in the Last Great West. In the whole of this vast country, from the Great Lakes to the Pacific Coast, there lies no district that can make stronger appeal to the settler than the Champion district.

As a grain-growing country it has held the reputation, from the time it was first sown and reaped, of being among the richest and safest in the Dominion. Here, in Southern Alberta, the climate has none of the severity which is felt farther east. Warm winds from the west blow through the Crow's Nest Pass all the year round, holding back the early frosts that devastate districts more exposed, and liberating the spring when the provinces of Manitoba and Saskatchewan are still in the grip of winter.



This field threshed over 98 bushels per acre, 1912

GRAIN GOLDEN CHAMPION

The soil, a fine chocolate loam, sixteen to thirty inches deep, on a clay sub-soil, is rich in the food of the wheat plant, and can be relied upon to produce the world famous No. 1 northern wheat any good year in the calendar.

Record Crops in the Champion Country

To see the Champion district under crop, when the harvest is drawing near, is one of the most impressive sights that this world has to show. North, south, east

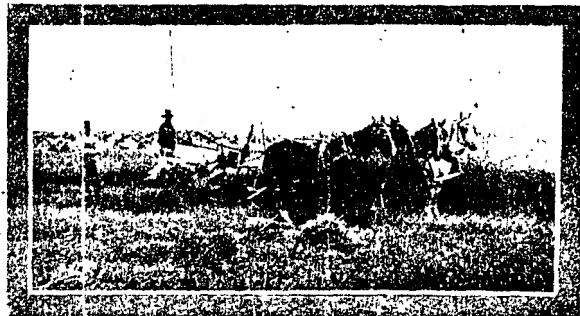
and west, as far as the eye can see, lies a broad sea of gold, the gold of ripening grain, intersected here and there by bronze green stretches of rusting oats, seventy to one hundred bushels to the acre.



42 bushels, crop 1911. Taken August 10th, 1912,
Threshed September 15th, 1912, 43 bushels per acre, No. 1 Hard

splendid grain-growing qualities. The wheat consistently averages close on thirty bushels to the acre, and in frequent cases has gone from between forty-five to fifty bushels per acre.

The district is favorable to the growth of every kind of grain. No better barley is raised anywhere in the world; it averages anything from forty-five bushels to the acre up. Flax grows abundantly, as may be realized when we mention that one farmer near Champion grew one thousand bushels from forty acres, and sold none of it for less than \$2.00 a bushel. It should also be said that alfalfa, clover, winter rye, broom grass, Hungarian grass, in fact grasses of every description, one and all do exceptionally well.

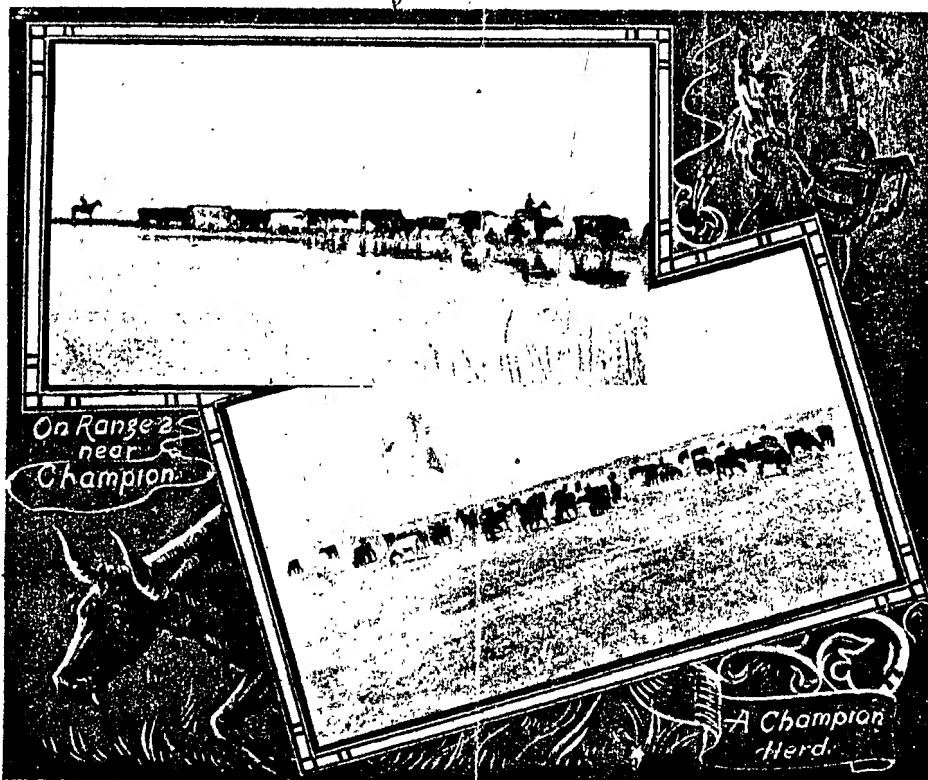


Matt Robert's seventh successful crop - Champion

the cause of
losses
of the
people

G R A I N . G O L D E N C H A M P I O N

In 1911 over a million bushels of grain were harvested in this district and the yield for 1912, when the figures are known, will be greatly in excess of this. The rapid growth of the town in two short years will not so much surprise the reader, in view of the tremendous grain-producing capacity of the district, to provide for which the two elevators that stand by the Canadian Pacific Railway depot, are shortly to be augmented by three more.



A Famous Stock-Raising Country

But if the Champion country is famous for the quality and quantity of its grain, its reputation stands equally as high as a stock-raising country. Some of the finest horses and cattle on this continent are to be found on the rich pastures that interlace this district, and it is a byword among the farmers for miles around that: "Horses and cattle are always a good crop."

G R A I N G O L D E N C H A M P I O N

So mild are the winters, and so light the snowfall, that both horses and cattle thrive much better when turned loose on the prairies and left to fodder themselves on the luxuriant grasses there, than when they are kept in winter stables. In fact, it is a splendid sight to see these sleek animals in the spring time, all in the pink of condition, after their winter's foraging, one and all having obtained first-class board and lodgings free from the open prairies.

Champion Should be the Settler's Goal

It is the rich grain and grazing lands of the Champion district, teeming with opportunities of every kind, that the settler who seeks his fortunes in the West should make his goal. Here he will find a climate considerate of the needs of both his cattle and his grain, and near the town he may buy, at a lower price than he could do farther east, some of the richest acres in all Western Canada.

Raw land may be bought at from \$12.00 to \$15.00 an acre; improved farms for \$20.00 to \$30.00 an acre, or if the settler is prepared to do pioneer work, there are still good homesteads to be had within no great distance of the town.

Big Profits in Mixed Farming

Once in possession of his farm, the opportunities that are open to the settler are without number. The most experienced farmers of the district have demonstrated that the country is admirably adapted to every form of mixed farming.

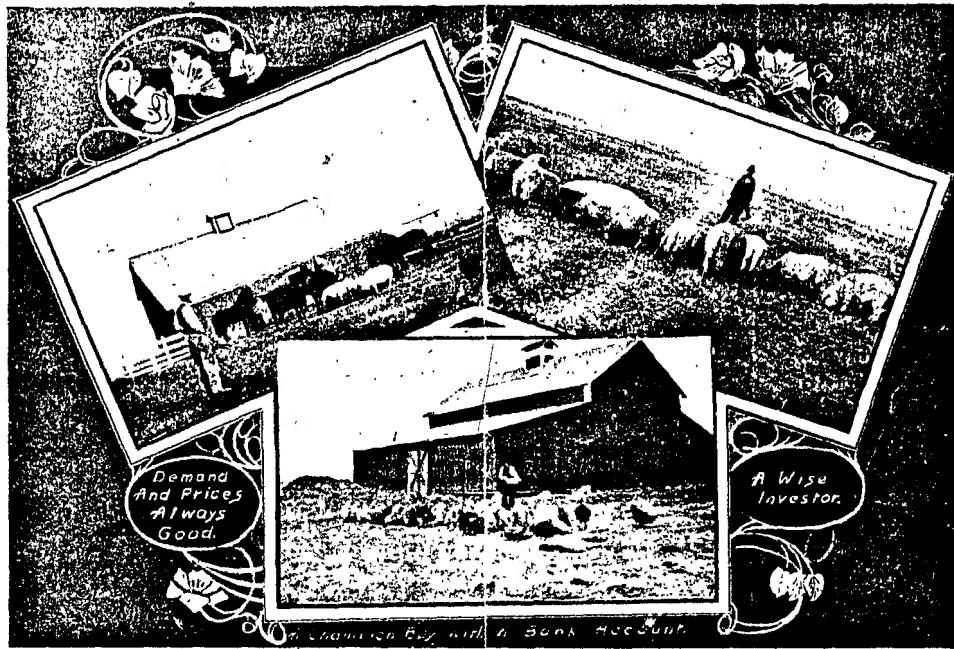
There are, for example, splendid profits to be made by pig raising. Western Canada's demand for pork is always greater than the supply of pigs, and will continue to be so for years to come. Prices therefore will remain high for an indefinite period, and the settler will find that there is no more lucrative branch of farming than hog raising in Southern Alberta.

Indeed, it will pay a settler to devote his entire effort to this industry. He could certainly rely on building up a business with unlimited scope, and it is surprising that more than one enterprising farmer has not grasped this opportunity, which carries a fortune for any man who cares to earn it by a few years' hard work.

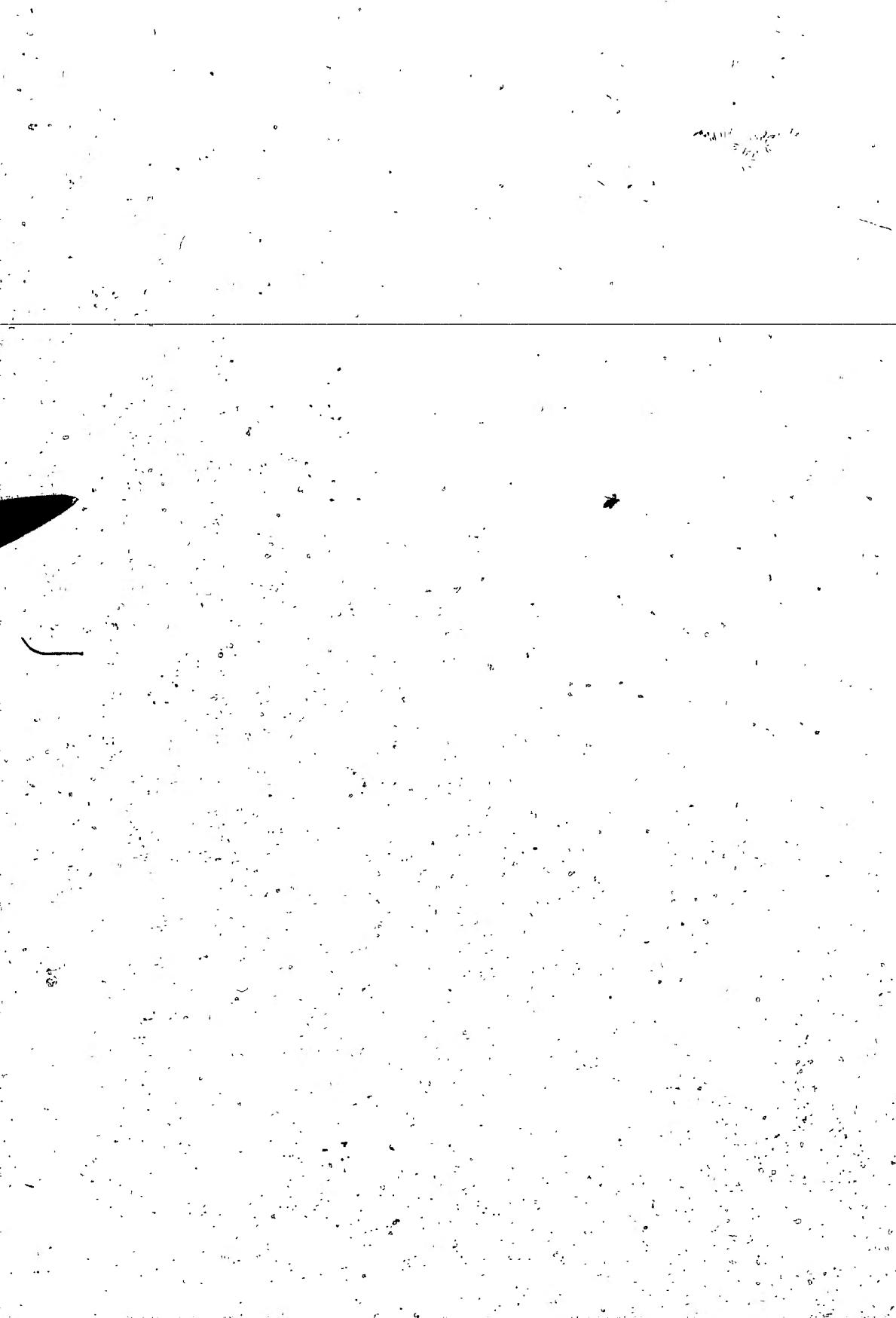
Unique Opportunities in Poultry Farming

Of the Champion district, it may be said that it is easier for the farmer to raise poultry than not to raise them. There is certainly not another point in the West where finer birds are grown, or better layers, and the rapidity with which the poultry population on every farm increases would astonish the Old Country farmer beyond belief, if not also the settlers of cold Saskatchewan and Manitoba.

Conditions are so singularly favorable that the farmer can leave his stock of birds to fend almost entirely for themselves during the greater part of the year, for they find abundant food on the farm during eight or nine months of the twelve.

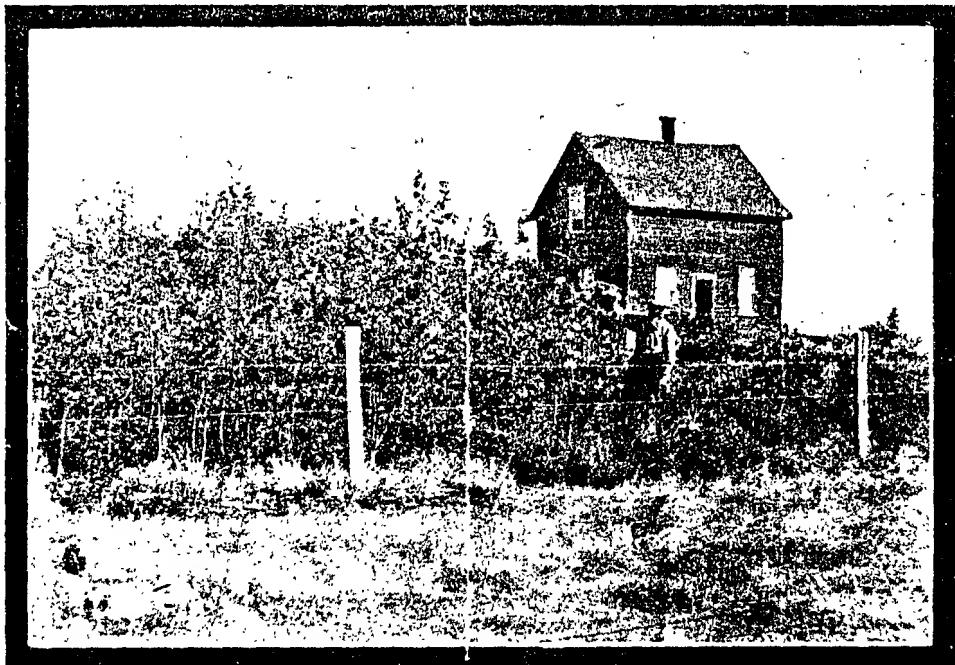


It is said that what is lightly come by is lightly valued, and perhaps the very ease with which poultry of every description are raised near Champion is largely the reason why more attention is not paid to the unlimited opportunities that are open to the settler in this connection. Certainly, any young man with a little capital and some experience could start a poultry farm in the Champion district that would net him handsome profits from the very beginning, and he would have scope to build up a most lucrative business, and one that would make him a wealthy man in the course of a few years. The market for his produce is unlimited and he would never have difficulty in selling his eggs and birds at good prices.



All Vegetables Grow Readily at Champion

The climate and soil are eminently adapted to the growth of peas, beans, carrots, turnips, beets, tomatoes, cabbages, cucumbers, strawberries, raspberries, currants, in fact every form of garden produce. The potato crop is a record one each year.



A Poplar Grove—Second Year

Another exceptional opening here presents itself to the settler to start a market garden farm in the Champion district. The demand for his produce would be so great that he could always command such prices as would enable him to conduct his business on the most profitable lines. Calgary and Lethbridge, and the towns and cities of British Columbia are crying out all the year round for fresh garden produce, of which there is a great scarcity throughout the West, and the settler who will cater for this demand from a district so ideally adapted to the growing of all kinds of vegetables as the Champion district, could conduct a safe and highly lucrative business.



G R A I N G O L D E N C H A M P I O N

A District that Ensures the Settler Prosperity

Let the settler consider well of these unprecedented opportunities that the Champion country offers him. There is not in all Western Canada a territory that can give him better scope or fuller compensation for his labors. For grain-bearing, the country is unrivalled. As a stock country its reputation has been long established.—No district outside Alberta is so adapted to the raising of hogs and poultry, and the climate and the soil both conspire to produce the finest vegetables that can anywhere be grown.

In addition to this, the settler in this district has within easy reach a thriving town that can supply him with every requirement of civilization—good schools, churches, banks, elevators, stores, everything with which to compensate his labors.

Certainly the settler is well advised who seeks his fortunes in this prosperous farming district.



Satisfied



CHAMPION'S GIGANTIC COAL FIELDS

An Inexhaustible Supply of High Class Fuel

THE coal belt that underlies the district of Champion is one of the richest in Western Canada. The deposits lie in inexhaustible quantities, and the coal itself is of a far higher quality than that usually found in the West. The whole country round the town is impregnated with this high grade coal. Farmers who drill for water, in whatever direction, almost invariably strike coal.

To appreciate the opportunities that this abundant supply of good fuel offers to the manufacturer, it must be remembered that Champion is barely two years old and that at present the coal fields have been mined on a very small scale. The resources of this district are practically untouched and a virgin field, representing unlimited wealth, lies open for future development.

The Mines at Champion

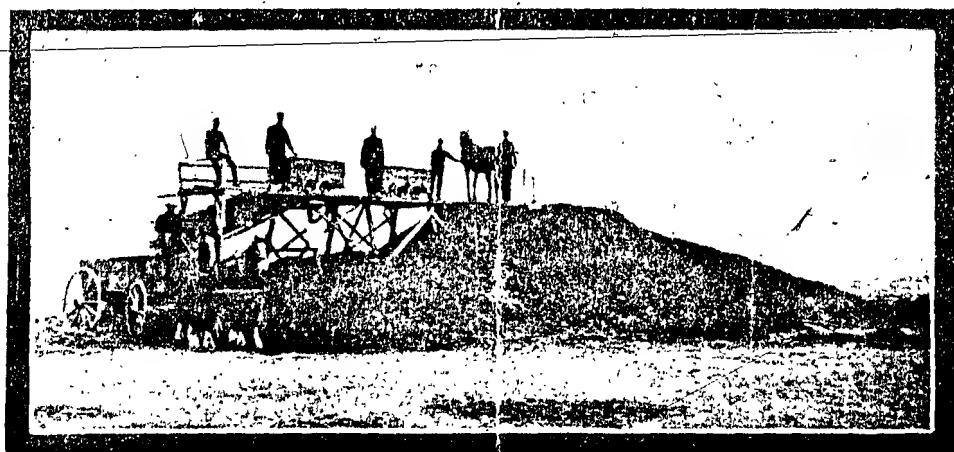
The heaviest seams of coal are found to the east and north-east of Champion. In the former direction are the three small tunnel mines, owned and worked by Mr. W. Ellis, an experienced Scotch miner. From experiments made in this district, it seems that there are three rich, unbroken seams of coal, all lying within six hundred feet of the surface. The first seam is struck at a depth varying from fifteen to one hundred feet, according to the contour of the land above, for although the seam itself is level, the prairie here is of a slightly rolling nature. The second seam is about three hundred and fifty feet from the surface, and the third some six hundred feet deep.

Four Thousand Tons of Coal to the Acre

The Champion mines are all surface mines. Mr. Ellis, restricted by lack of capital, has had to confine his work to the top seam. This is generally encountered at a depth of fifteen feet, and is almost universally four feet deep. From borings he has made, and judging from the mines he is operating, Mr. Ellis estimates that the first seam of coal will yield four thousand tons to the acre. Therefore the six hun-



dred acres of this belt, owned by Mr. Ellis, represents in respect to the top seam alone, no less than two million four hundred thousand tons of coal, or enough to last for over two thousand years if mined to the extent of one thousand tons a day.



Finest Coal, \$3.00 ton

When it is remembered that the belt which Mr. Ellis is mining extends for six or seven miles, and that in the valley to the north-east, there are even heavier coal deposits for a distance of fifteen miles, and that coal lies in every quarter of this district, it will be appreciated that the Champion coal belt is an inexhaustible one.

A Uniform Coal Field, Easily Mined

No coal in the world is more easily mined than the Champion coal. In none of his mines, in whatever direction he has tunnelled, has Mr. Ellis ever met with any fault or dislocation in the seam. It seems to be absolutely uniform in its formation. There is no water, nor trace of it in any of these mines, and the proposition of opening up these rich coal fields on a suitable scale is therefore a singularly straight one.

Although the upper seam yields a fine serviceable coal, hard and bright, far superior, it is claimed, to the Galt coal, with not more than ten per cent. of slack at the most, yet the lower seams, five to six feet deep, are of an even finer quality, and there is little doubt that when these fields are properly exploited, Champion coal will gain a reputation that will extend all over Canada.

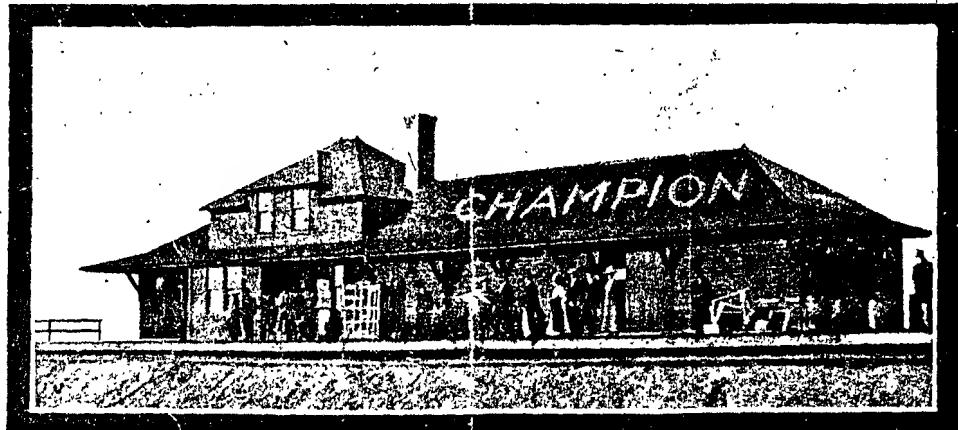


G R A I N G O L D E N C H A M P I O N

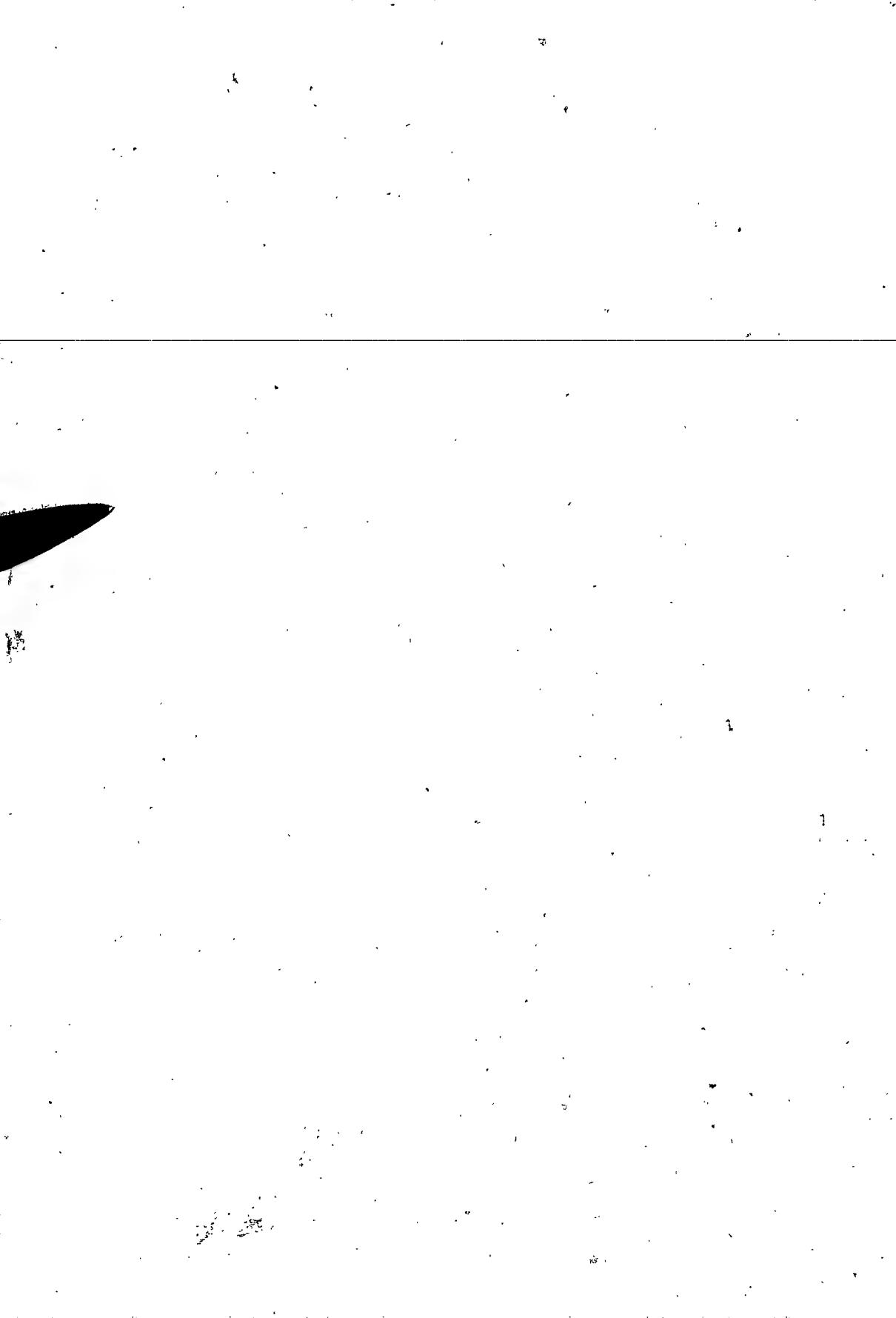
The Canadian Pacific Railway and the Coal Mines

There is room in this district for many large mines, and the day is certainly at hand when these rich deposits will be extensively operated. Even at this early date, the Canadian Pacific Railway has already been approached with regard to building a spur line right into the coal fields, and there is not the slightest doubt but that the Company will be ready to do this in the event of the coal being mined even on a moderate scale. It is believed that were even so comparatively small an output as three hundred tons a day guaranteed to the Company, they would undertake to build the line.

In the fall, it is a sight to see the long lines of wagons waiting at the Champion mines to obtain the winter's supply of coal. From forty to fifty miles around, from Nanton, Claresholm, Stavely, Parkland, from north, south, east and west, farmers trek to these mines to buy the fuel they require to carry them through the winter. This is an occasion when Champion realizes the big adjacent territory that looks to the Champion mines for coal.



C. P. R. Depot



THE RAILWAY DEVELOPMENT OF CHAMPION

A Network of Lines will soon Encircle the Town

If the reader will look a few years ahead, he can conceive the prosperity to which this district will attain with the development of these coal fields, and appreciate the important position that Champion will occupy as a manufacturing and industrial centre.

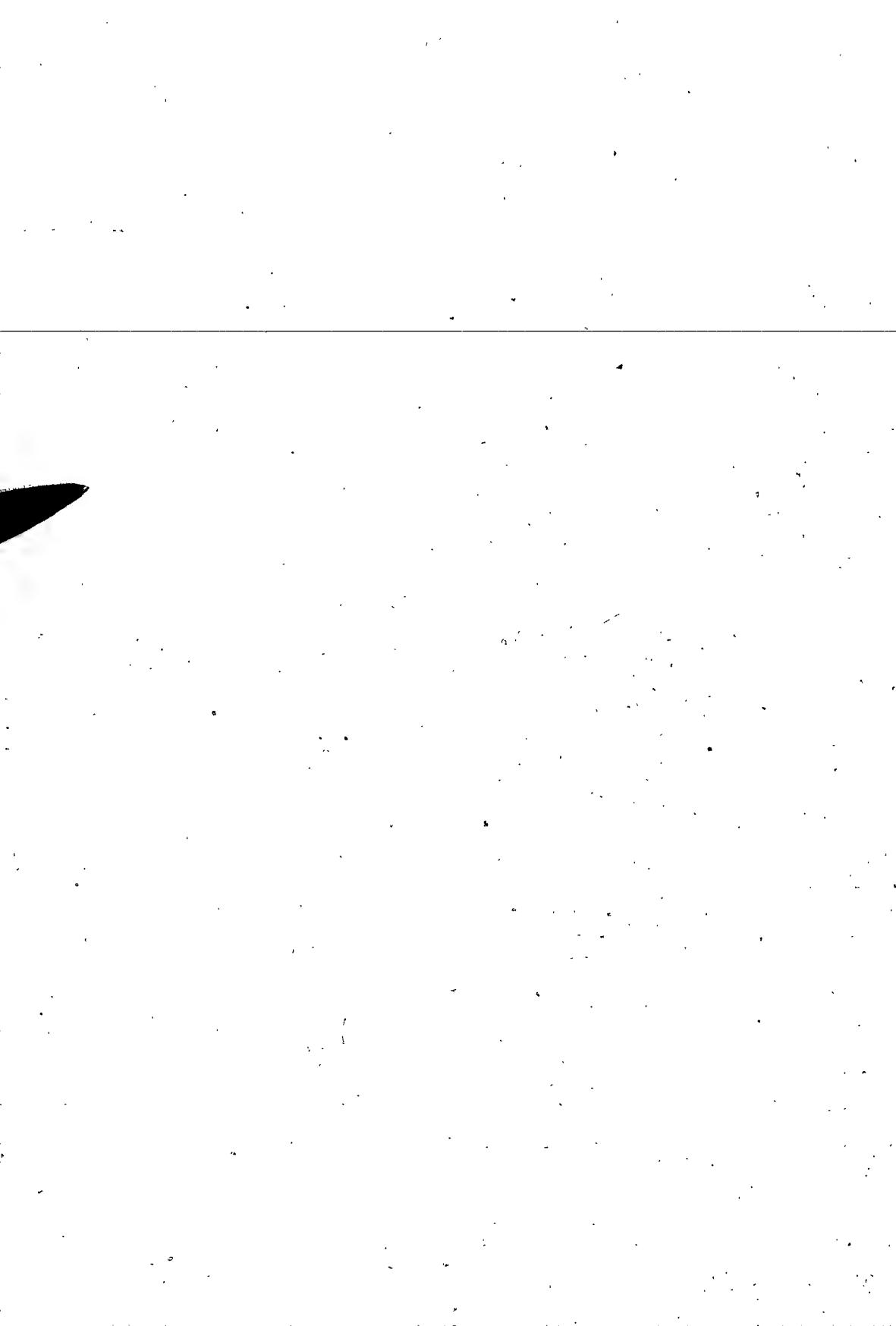
From every direction, new railroads will reach out to tap this illimitable coal belt, and to carry the imperatively needed fuel to points in every part of Western Canada. Already movements are afoot to bring about this great railroad development of Southern Alberta, in which Champion will figure as so important a centre. Many surveys have already been made through this district, and the actual operation of these lines is but a question of time.

The Great Northern Railway has surveyed for a line from Great Falls to Calgary, passing directly through the Champion coal belt.

The Canadian Pacific Railway has a line surveyed from Suffield, on their main line, to Yetwood, only twenty miles east of Champion. From this point, one line will go north-west towards Calgary, and a further line will pass to Lethbridge. It is not yet known whether these lines will run into Champion, but that branch lines will be thrown out to reach the Champion coal area is inevitable, just as soon as the fields are being mined on anything approaching an extensive scale.

The Canadian Pacific Railway has a further line projected from Brooks, on their main line, to Yetwood, and Champion stands in the direct road of the continuation of this line.

The Grand Trunk Pacific is an approved road from a point between Macleod and Lethbridge to Calgary. This line must at least pass close to the town, and will thus provide a further outlet for Champion's coal, by means of a spur line to the mines.



GRAIN GOLDEN CHAMPION

The Canadian Northern Railway has a line projected from Macleod to Calgary, which is bound to pass within reachable distance of Champion, thus throwing open another exit to the town's produce. This road will be continued to the border, that part of it having been already graded.

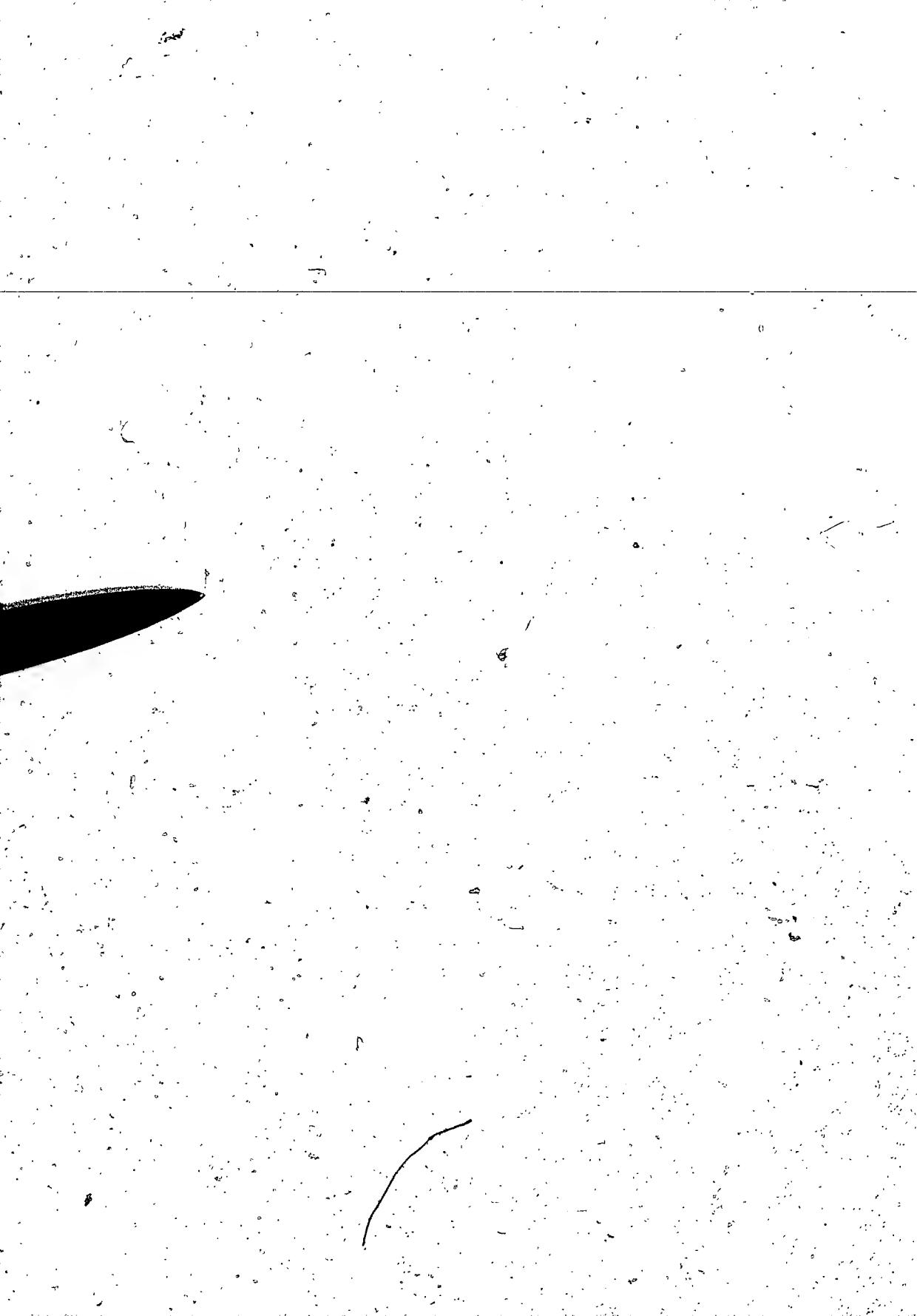
There are many other lines projected from Medicine Hat towards the Champion coal-fields, thence to Calgary or Lethbridge, and that such a service will be in actual operation before long cannot be doubted.

These numerous lines, intersecting the district tributary to Champion, whether at first they are actually built into the town or no, will form the nucleus of a great shipping service, and with the development of the enormous natural resources of the district, all these lines and many more besides will be harnessed to the uses of Champion. Spur lines into the coal district will be built by the more distant railroads, and these spur tracks will bind Champion to every important line within a radius of fifty miles and more, and provide the town with shipping facilities to every point on the continent.

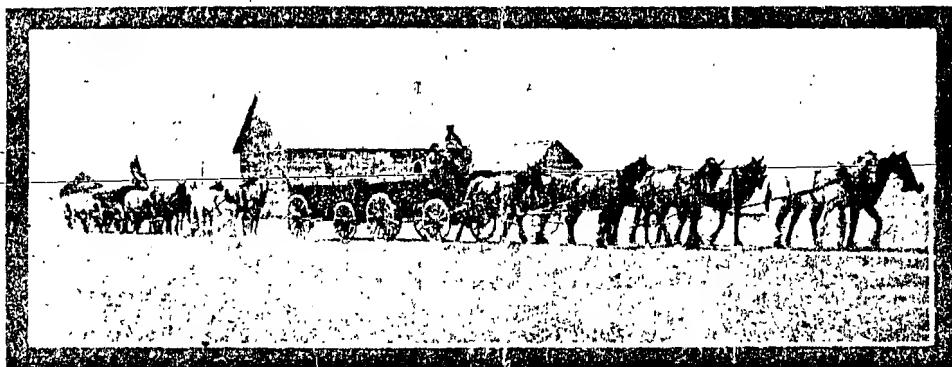
This is no idle prophecy. It is a statement of what must inevitably happen when the coal mines are pouring forth their thousands of tons of coal every day, as they certainly will, and ten thousand fires all over the fuel-hungry West are waiting to consume it. For it is as certain that this incalculably rich coal area will be provided with adequate railroad facilities, as that night follows day.



An undeveloped Quarry



GRAIN GOLDEN CHAMPION



Hauling 1911 Crop to Market—Champion

GRAND INDUSTRIAL OPPORTUNITIES AT CHAMPION

NO territory in Western Canada has been more richly endowed by Nature, with valuable resources, than the Champion district. These dormant riches are at last on the eve of being developed, for it is inconceivable that the manufacturer will any longer overlook such lucrative opportunities, now that the rapid growth of Champion has made their development so imperative.

Natural Gas Wells

To the west of the town, the district is charged with what appears to be an inexhaustible supply of natural gas. In September, 1911, a farmer there was drilling for water, when, at a depth of three hundred and fifty feet he struck a gas well, the current from which was so violent that being ignited it threw a flame to a distance of twenty feet, seen from all points on the prairie for thirty miles around.

The gas from this well has been allowed to escape to this day, and although at least a million cubic feet must have run out, yet the current is still strong, and will doubtless continue to flow until at last it is yoked to machinery, or made to light the town.

Other wells have been discovered in this neighbourhood, and there is every indication that there is sufficient natural gas at Champion to drive the wheels of a hundred factories.



CHAMPION'S RICH CLAY BELT

Wanted at Once: A Brick Making Plant

TO the north-west of the town stretches a clay belt from which it has been proved that bricks of the highest quality can be made. Mr. J. W. Wright, who was for many years with the Washington Brick and Lime Company, Spokane, whose produce is known over half a continent, has experimented with this clay, and declares it to be as fine and serviceable a brick clay as he has ever seen, and moreover that it lies in inexhaustible quantities.

It is impossible to attach too much importance to this discovery, or to estimate too highly the weight it will have in the future up-building of Champion. Western Canada's demand for bricks is a most imperative one, and greatly in excess of the supply. Hundreds of new towns are born on the prairies each year, and the older cities are forever growing; bricks are wanted by them all. Champion, with an illimitable supply of brick clay, can at least go some way towards meeting this demand, if its resources are taken proper advantage of. Here indeed is an opportunity for the manufacturer that ought to be seized at once, and fully investigated without a day's delay.

This industry alone should be the means of adding hundreds to the population of Champion.

Wanted: A Cement Industry

Another attractive opening that the district presents to the manufacturer, is to come and locate, within three miles of the town, a cement-block-making plant. Extensive quarries are situated there, containing a fine, hard sandstone, with good foundations, easy to excavate. There is also an abundance of sand at hand, and adequate water, and a company with a very moderate capital could establish an industry that could be positively counted upon to pay big profits from the outset.

With these quarries just outside the town, and with an unlimited supply of brick clay, Champion has excellent facilities for building at minimum cost fine buildings and well paved streets, and it is the determination of the citizens, as soon as these resources are developed, to promote a big campaign for municipal improvement that will render Champion one of the best built cities in the West.



Industries Champion Wanted at Once

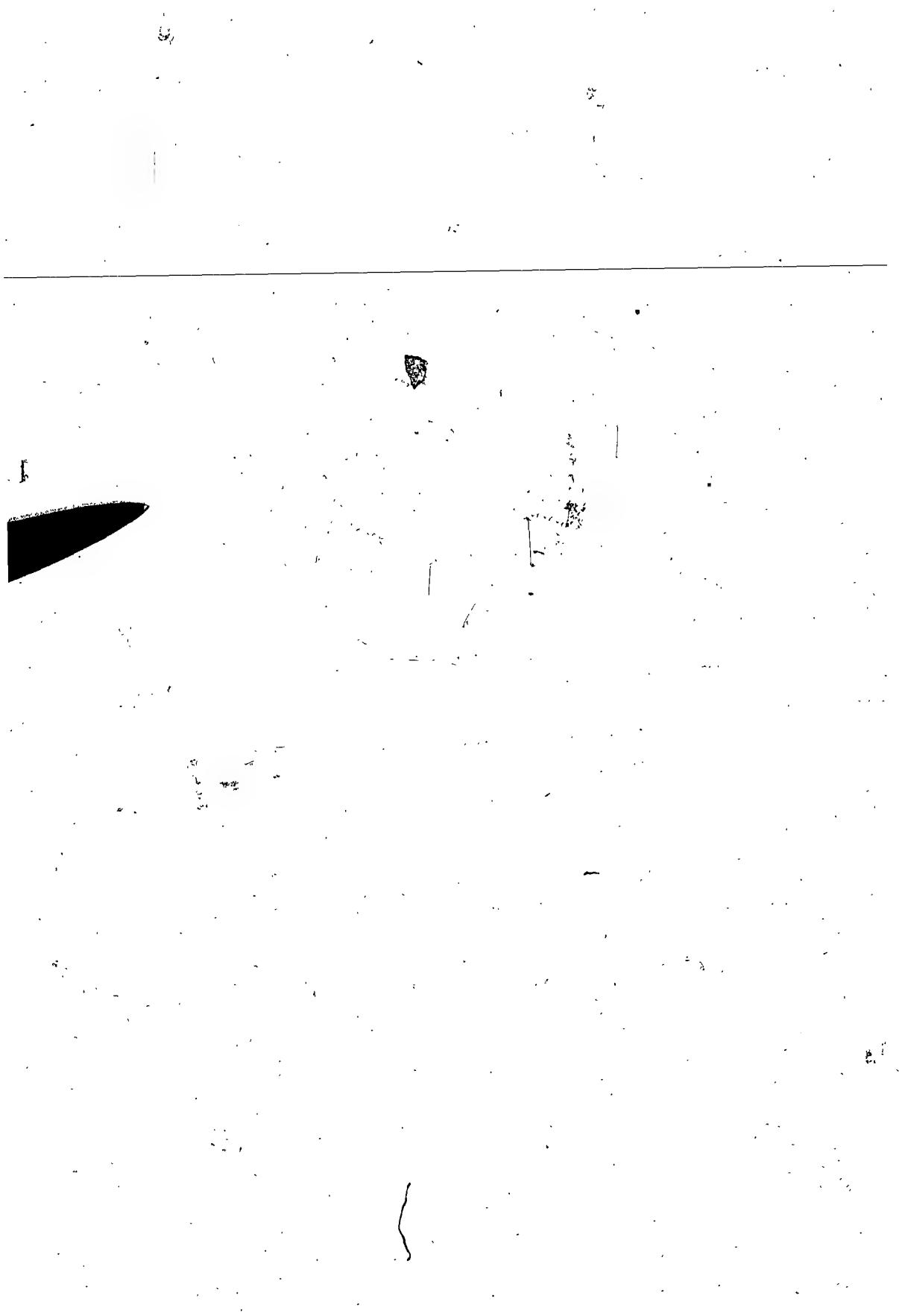
There are many other excellent industrial opportunities which Champion can offer the manufacturer to-day. Champion urgently requires a creamery, pork-packing plant, flour mill and flax mill.

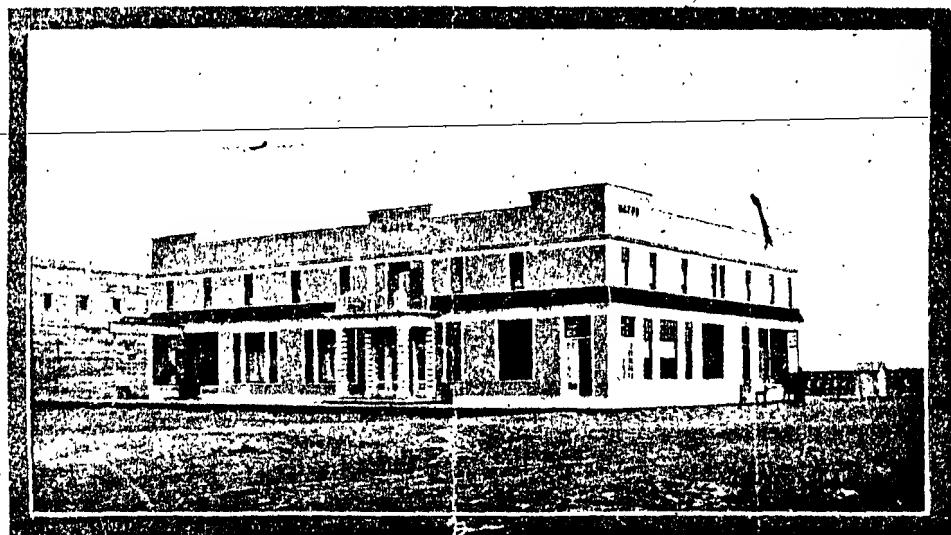
The conditions of the town and district are such that any one of these industries could be established in the city with the certainty of success, from the moment the plant was in operation.



Other commercial requirements of the town are: Another lumber yard, another meat market, elevators, brewery, lodging house, jeweller and optician, shoemaker, newspaper; and there are splendid openings for a lawyer, dentist, veterinary surgeon, music teacher, bandmaster.

It should be said that the City Council is ready to make the fullest possible concessions to any manufacturer locating in the town, and could probably offer free sites along the trackage of the Canadian Pacific Railway.





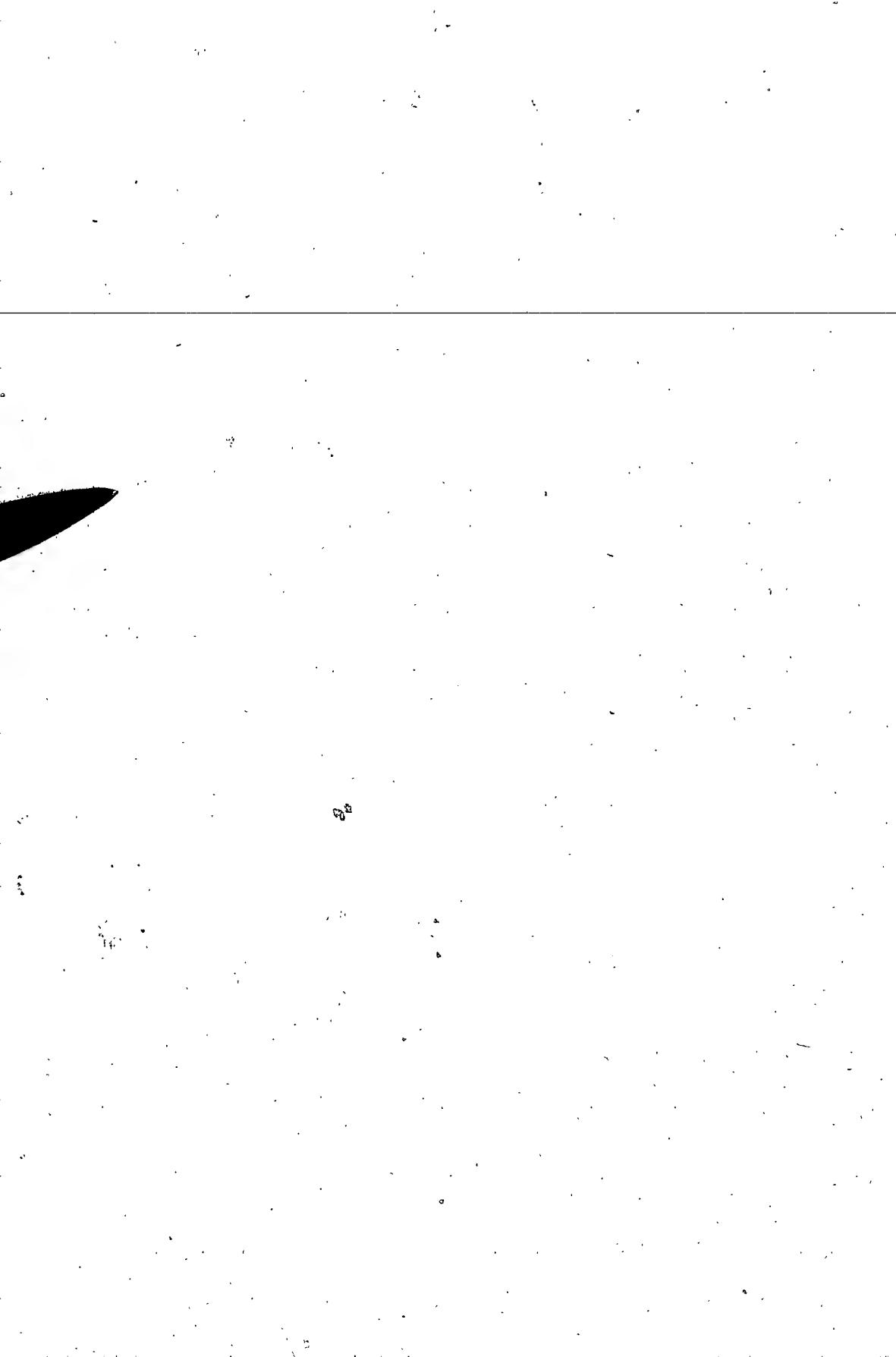
Savoy Hotel, Champion

BUILDING UP CHAMPION INTO A BIG CITY

Dependent Population Already Four Thousand (4,000)

WE commented at the beginning of this book that Champion had grown to be a flourishing town quicker than any other town in Western Canada, and if the reader should walk down Main Street, and see the fine stores and business blocks, and the almost palatial Savoy Hotel, and note the atmosphere of busy prosperity that fills the town, he would find it hard to believe that two short years ago there was not a single shack to mark the site where Champion now stands.

To-day Champion is the shopping centre for four thousand people, and the district being so unrivalled a one for every class of farming, and farmers growing rich under such favorable conditions, it is not to be wondered at that the town should advance at an unusual rate.



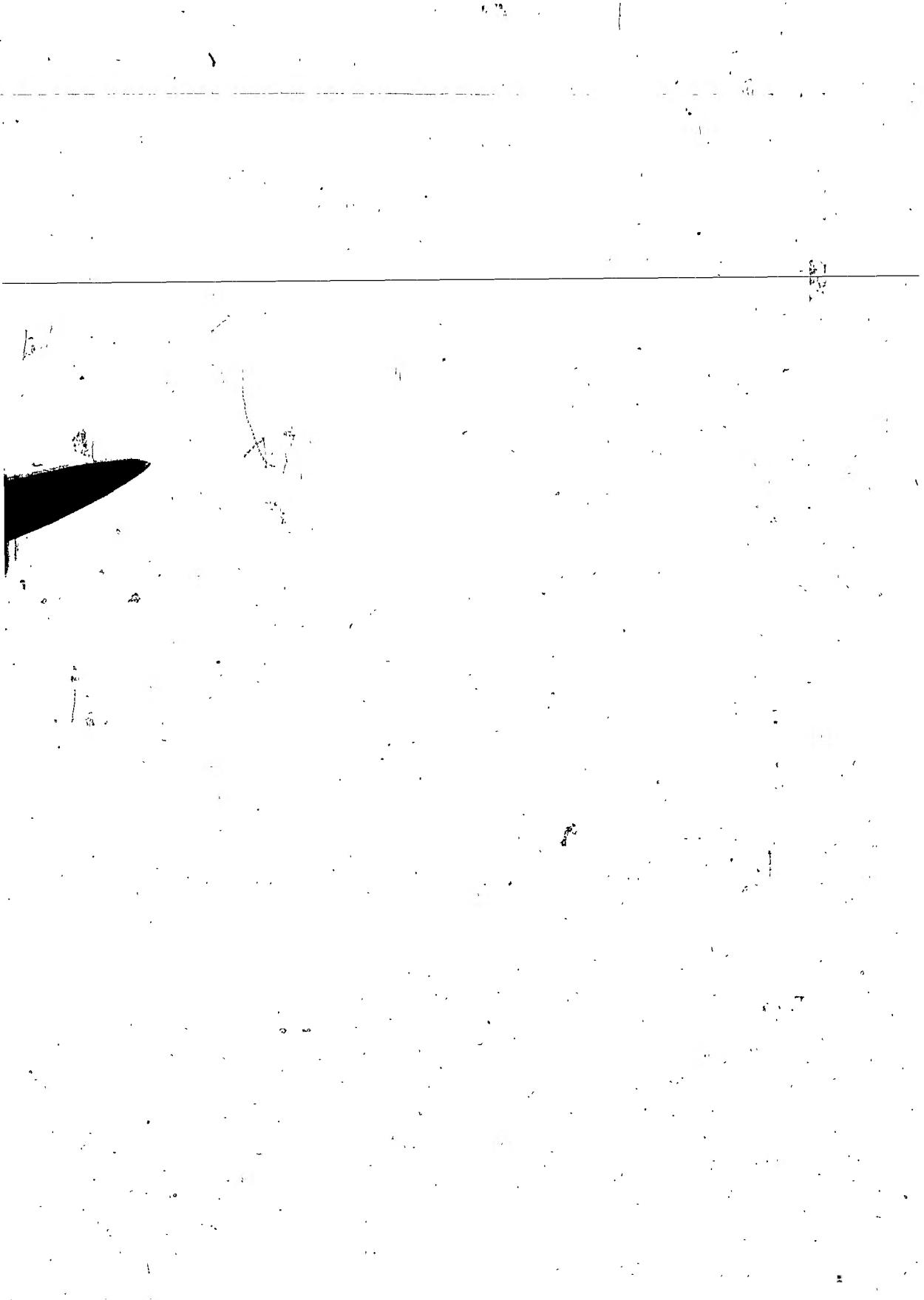
In the next two years, Champion will outstrip its previous growth several times over, for it is inevitable that the very early future will see the natural resources of the district developed on an extended scale, and with manufacturers locating in and around the town, and new railroads building through, the population will certainly increase by leaps and bounds.

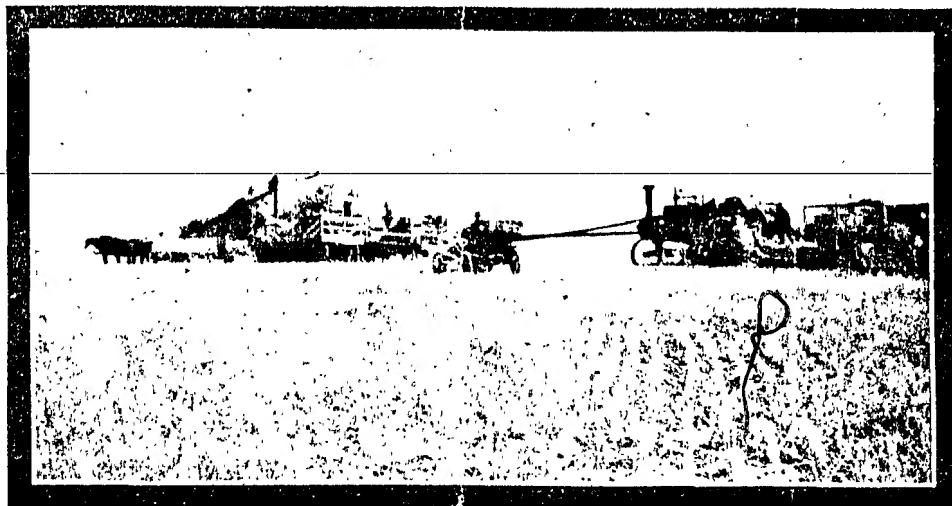
Two Thousand Five Hundred People in the Streets of Champion

If the reader could happen to visit Champion on any public holiday, he would behold a sight that would fill his mind with wonder, and would, moreover, help him to realize the industrial potentialities of a town that is the natural centre of so largely populated a district. He would behold the streets crowded with people, hundreds



of conveyances drawn up on every side. Were he to take a census of the population contained within the town on such an occasion as Champion day, for example, he would find the number total up to at least two thousand five hundred people.





Threshing at Champion; September 9th, 1912

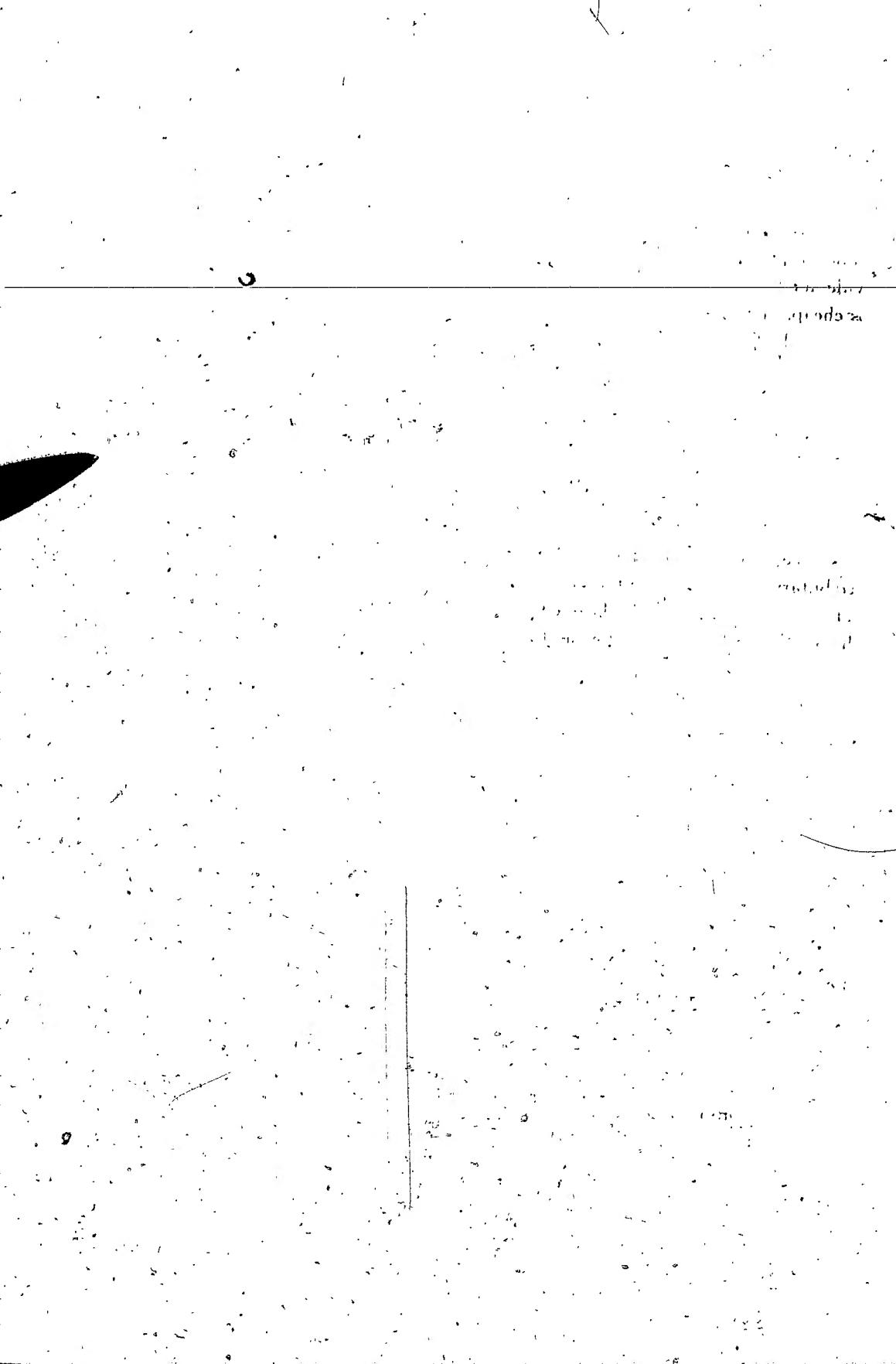
Big Municipal Enterprises

The citizens of Champion are determined that their city shall be rendered worthy of the many important industrial enterprises that will undoubtedly be centered in it within the next two years. They are equipping it with all that becomes a growing modern city. Already they have an effective telephone system, and an electric lighting system is in the course of installation.

Money is being freely spent in laying down sidewalks on all the principal streets, a large fire hall has just been erected, and a water tower is on the programme for early construction. An additional school costing \$10,000.00 is being erected, and this will make the educational facilities of the town as complete as that of any city in the West.

Bank Clearings Triple in Less Than Eighteen Months

The two banks in the town, the Bank of Hamilton and the Bank of Commerce, have won a reputation for business acumen for a hundred miles around, and greatly are the farmers and business men of the Champion district envied the services of these two institutions. A striking sign of the growing prosperity of the town and district lies in the fact that the bank clearings have tripled themselves in little more than twelve months, and will amount to well over \$500,000.00 for the year 1912.



G R A I N G O L D E N C H A M P I O N

Champion the Best of Residential Cities

Finally it should be said of this fast growing city, that there is always an abundance of pure water at hand, and enough in the lakes and rivers of the district to provide a sufficient supply, never mind to what proportion the city grows; that living is cheap, and will become yet cheaper, now that mixed farming is more generally practised; that there is ample entertainment to be found in the town, skating rink, frequent moving picture shows, circulating library, etc.; that the stores are as up-to-date as any in the West; in fact that every requirement of civilization, and every compensation it can offer, is provided for its citizens by go-ahead Champion.

The Last Word to the Reader

We venture to say, knowing full well the wonderful scope that Champion and its tributary district offers to the manufacturer, the investor, the settler, to every man of business, that the reader has never held in his hands a book which opens out to him such golden opportunities as those that are described between these covers.

The incalculably rich natural resources of this territory render it inevitable that Champion will quickly take its place as one of the leading industrial centres of the West. The unrivalled richness of the soil, and the manner in which the district lends itself to every kind of farming, make it equally certain that the Champion country will always rank as one of the finest in the world.

Whatever his vocation may be, whether he is attracted either by the industrial or agricultural opportunities of this district, we ask the reader to communicate with us, so that we may send him further and fuller particulars.

It is our hope that this book will be the means of making the reader and ourselves better acquainted.

Written by W. L. C.,
Champion Board of Trade, Alberta.

For further information write

Secretary, Board of Trade,
Champion, Alberta, Canada.